





Brand history

FORMITALIA LUXURY GROUP

The story of Formitalia, which belongs to the brothers David and Gianni Overi, is a story of successful items as well as of winning insights that have been able to become a real system of total living completely MADE IN ITALY that reaches the furniture of prestigious villas in the most exclusive places and also the carrying out of hotels and cultural centers all over the world.

During the latest years the commercial growth of the Formitalia brand and of its licensing brands has followed a strategy for a distribution by means of a networks of boutiques with the brand Formitalia and Tonino Lamborghini placed inside luxury centers in more than 50 countries all over the world. Today Formitalia Luxury Group is therefore an important international group that includes furniture brands as well as prestigious collections based on the idea of total look for home, office and the most glamour and coolest personal accessories.

The FORMITALIA Group was founded by Graziano Overi in 1968, while the first design collection FORMITALIA created in 1991, that is Boutique Collection, is still a success of the production by Formitalia: it is characterized by prints and details that remind the world of horses, with prints of profiles of Arabian horses made of pure silk from Como, and by works on metals and leather that Florentine craftsmen carry out. This success has been reached thanks to the deep knowledge of hides, to the selection of the most valuable tannings that are processed with crocodile and ostrich prints in order to highlight the mood that has given the key imprint to the Formitalia brand.

All the productions are made mainly in Tuscan region, in the cities of Firenze, Prato, Pistoia and Pisa, Formitalia stakes on leather and on any possible use of it: from the living area to the big and sophisticated bedrooms, the Formitalia style makes your house be unique, precious, cosmopolite, elegant, warm and cosy.

In 2002 Formitalia acquired the Mirabili Arte d'Abitare brand, the collection of furniture and art multiples, created by Sergio Cammilli in 1980. The collection comprises limited edition works of art by 38 internationally known artists such as Barni, Cammilli, Ceroli, Corneli, Crema, De Poli, Fallani, Grittini, Lodola, Mendini, Natalini, Ontani, Portoghesi, Purini, Ruggiero, Santachiara, Sottsass, Talani, Tolomeo, Urano-Palma and Villani.

In 2005 the brand Tonino Lamborghini merged with Formitalia Luxury Group in order to allow to widen up the range of the collections with fierce pieces of home and office furniture lined with leather with bright and quivering colors, inspired by the world of engines, of course. The latest original innovations are the designer kitchens Tonino Lamborghini that are fully lined with leather, from the shelf of the table to the doors of the household appliances, as well as a LIMITED EDITION collection characterized by use of elements made of carbon and kevlar.

In 2008 the takeover of the brand MIAMI SWING by Renzo Arbore took place and the names of Renzo Arbore, Alida Cappellini and Giovanni Licheri joined up with the brands of Formitalia Luxury Group: the Miami Swing collection, which resulted from Renzo Arbore's passion for the USA vintage of the 50s and 60s and was put in concrete by the designers and the stage designers Alida Cappellini and Giovanni Licheri, broke out with gaudy colors, smooth forms and measured matchings for a furniture with an informal and an anticonformistic taste.

In 2011 the collaboration with the prestigious English motor company Aston Martin started for the exclusive production and marketing of the new furniture collection Aston Martin Interiors. This line distinguishes as an integrated solution of home, office and contract offers complete with accessories and lighting. This collection, which is characterized by a clearly design mark, often futurist and strictly Made in Italy, represents a synthesis between industrial advanced technologies, such as the ones used for components made of carbon and kevlar, and the use of extremely valuable materials such as hides, boiled wool and cashmere.



Executive Summary

Formitalia Boutique Lounge & Restaurant is an inspired luxury all lounge & dining concept with 180 seats, it reflects the luxury and lifestyle of the brand with its restaurant & lounge area. We focus on our Italian large Food concept menu for a demanding customer with all beverage and cocktails with a touch of tuscan influence. The venue will have a Boutique which will allow mer-chandising various luxury accessories.

Formitalia will feature a cozy lounge area and a dining area with an elegant Terrace; furnishings and decor with soothing warm tones. The dining hall has comfy couches and seats. It will be the perfect place to stop in for lunch or dinner, as well as for a drink or for a small business meeting. For extra comfort and to please a large group of people we will make up special platters for customers. The menu will be inspired from the Heart of Italy.

Adding value will be an interesting business lunch menu with specialties every day. The menu will change every 6 months but keep the favorites. Prices will be competitive with other upscale restaurants in the area. However, it is the strategy of Formitalia to give a perception of higher value than its competitors, through its food, service and Luxury.

Formitalia Boutique Lounge & Restaurant will be open seven days a week. We will offer special nights to attract new customers, Warm colors, fresh flowers, soft music, candles and amazing artwork. During the busy winter months you can also sit in the lounge as well as outside on our terrace, featuring lighter fare and exotic drinks. The lounge setting will be a fun and casual atmosphere for the winter crowd. In the lounge area we will provide VIP guest areas placed on higher levels.

The service will be relaxed, very friendly and correct. We will hire the best people available, training, and motivating and encourage them, and thereby retaining the friendliest most efficient staff possible. Our management team is comprised of individuals whose backgrounds consist of 20 years experience in food, restaurant and hotel, catering, management, finance, marketing. Most important to us is our financial success and we believe this will be achieved by offering high-quality service and excellent food with an interesting twist.



Objectives

1. Provide the highest quality Italian Food and service within an atmosphere full of luxury and lifestyle.
2. Create an atmosphere where each person can work as a team member, with clear goals and high standards that profit everyone.
3. 15% growth in first few years.
4. Maintain food and labor costs consistent with High Ridge.
5. Maintain and expand our outstanding reputation.
6. Remain a destination of lounge & restaurant.
7. Be the one & only one with a very different Interior and Menu.

Mission

Formitalia Boutique Lounge & Restaurant is a great place to eat and a great place to have a few drinks, combining an intriguing atmosphere with excellent interesting Food & Beverage.

The mission is not only to have great tasting food, but have efficient and friendly service because customer satisfaction is paramount.

We want to be the choice for all business people, upper management, married and singles, Young and old, male or female. Employee welfare will be equally important to our success.

Everyone will be treated fairly and with the utmost respect. Happy employees make happy guests. We will combine menu variety, atmosphere, ambiance, special theme nights and a friendly staff to create a sense of 'place' in order to reach our Goal of overall value in the dining / lifestyle experience. We want fair profits for the owners, and a rewarding place to work for the employees.



Formitalia Lounge, Dining & Boutique

The creation of a unique and innovative luxury lounge & dining restaurant concept will differentiate us from the competition.

The venue will stand out in the area because of the unique design, concept and decor.

We will offer a fine dining experience in a cozy atmosphere with high Product quality.

Not only great food but great service and a unique atmosphere; a unique luxury and lifestyle experience.

The menu will appeal to a wide and varied clientele. We will have special theme nights like restaurant nights, artist's openings. All this will attract a varied clientele.

The spaces will be divided into a Lounge Area and a Restaurant Area.



The Lounge Area

The Lounge area will have its unique charm with a central bar where guests can have a drink at peak hours once the Lounge sitting area will be booked out. Enough space around the bar will enable the guests to walk around and access the terrace with its separate sitting area. Lounge guests can sit on the luxurious and comfortable sofas whereas the tables will have in-built poufs in order to double sitting capacity in case of need.

From 10.30pm the music will become a bit more entertaining to allow guests to enjoy a variety of Lounge classics to modern lounge music with latin influence.

The VIP area features two main VIP tables with two 12-seater sofas and its tables in a unique panoramic ambience of the Lounge.



















The Restaurant Area

The access of the Restaurant will be possible via the Lounge Area and/or the main access will be from the hotel mezzanine/1st floor area with its direct access via the elevators. This allows the restaurant to be open for lunch.

Very characteristic Margherita tables will give the restaurant its unique touch whereas outdoor sitting area is provided as well. The dining experience will take place in a luxurious environment with quite and modern Italian music.

The Menu will feature classics as well as specials chosen from different regional traditions of Italy.









Gli Antipasti - *Appetizers*

ROTOLINI DI GAMBERI E PANCETTA

Peppered pancetta wrapped prawns, fresh greens, balsamic syrup

POLPO E PATATE

Octopus, boiled potato sautee' in garlic & light vinegar sauce

INVOLTINI DI BRESAOLA E PEPERONI

Red , yellow capsicum rolled in bresaola slices, and truffle oil

GAMBERI AL BURRO

Prawns sautee' with butter & garlic served on a bed of vegetable julienne

ASPARAGI GRIGLIATI AL CAPRINO

Grilled asparagus cover with goats cheese and finish in the oven

CAPRESE

Buffalo mozzarella, tomatoes, fresh basil

SELEZIONE DI SALUMI CLASSICI

Taste of italian classic coldcuts: cured meat, prosciutto, salami, pancetta





I Carpacci

CARPACCIO DI MANZO SEMPLICE

Chilled beef carpaccio, rocket leaves, shaved parmigiano cheese

CARPACCIO DI MANZO AL TARTUFO

Chilled beef carpaccio wild rocket leaves, slice of black truffle and topped with 36 months old parmesan cheese

CARPACCIO DI MANZO AI FUNGHI PORCINI

Chilled beef carpaccio, rocket leaves, porcini mushrooms and capers

CARPACCIO DI BRANZINO

Sea bass carpaccio topped with mix shooter, olive oil and lemon

CARPACCIO DI SCAMPI

Scampi served with white wine reduction, lemon butter sauce on mix green bed

CARPACCIO DI MARE MISTO

Taste of sea bass, prawns, scottish smoked salmon served with sour cream capers, red onion and finished with lemon citronet

CARPACCIO DI TONNO

Tuna carpaccio seasoned with miso sauce on a bad lattuce





Le Insalate - *Salads*

INSALATA SEMPLICE

Mix green salad with balsamic citronette

INSALATA DEL CUOCO

Wild rocket salad cherry tomato and leon citronette

INSALATA DI SPINACI E FORMAGGIO

Baby spinach leaves goat cheese and orange citronette

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INSALATA GRECA

Hearts of romaine lettuce, diced tomatoes, cucumber, pickled peperoncini, red onion, kalamata olives, marinated feta cheese, greek dressing

INSALATA RICCA

Mixed leaves, cherry tomato, arthichokes, olives, shredded carot & boild eggs balsamic dressing

INSALATA MISTA

Mixed leaves, tomatoes, asparagus tips, cucumber, balsamic dressing

INSALATA CESARE

Hearts of romaine lettuce, croutons, shaved parmigiano cheese, caesar dressing





Le Zuppe - *Soups*

ZUPPA DI FARRO A GAMBERI
Bearly grain soup with prawns

CREMA DI PATATE E FUNGHI
Potatoes and wild mushrooms

CREMA DI POMODORO E BASILICO
Tomato basil bisque

MINISTRA DI FAGIOLI
Cannellini beans, rosemary, soup

ZUPPA DI ARAGOSTA
Lobster bisque

MINISTRA DI BROCCOLI E GORGONZOLA
broccoli & gorgonzola

ZUPPA DI PORRI E PATATE
Leek and potato soup





La Pasta

SPAGHETTI BOLOGNESE

Classic spaghetti pasta in bolognese sauce

LASAGNA ALL' EMILIANA

Bolognese sauce, bechamel, parmigiano cheese

LINGUINE AI FRUTTI DI MARE IN CROSTA

Mussell, clams, prawns, calamari, tomato sauce, cook in bread dough

MALTAGLIATI GAMBERI E BASILICO

Fresh Pasta cut & served with prawns, basil & tomato sauce

PENNE ALL' ARRABBIATA

Garlic, crushed red pepper, tomato sauce

TRENETTE ALLA GENOVESE CON PATATE

Trenette pasta with pesto, boil potato, kidney beans, traditional genovese

TAGLIATELLE AL BRANZINO

Tagliatelle pasta with sea bass & light tomato sauce

SPAGHETTI CON ARAGOSTA

Lobster chunks, fresh tomatoes, basil, garlic, crushed red pepper served in lobster shell





I Risotti

RISOTTO ALLA PARMIGIANA

Slowly cook risotto with parmigiano reggiano

RISOTTO ALLA CIPOLLA BIANCA E ZAFFERANO

Risotto sautee' with white onion and finished with saffron

RISOTTO AGLI ASPARAGI

Chopped asparagus sautee' and finished with white wine

RISOTTINO ALLO SCOGLIO

Selection of scampi, caldari, mussel in tomato sauce





Le Carni - Meat

TAGLIATA ALLA FIORENTINA

T.Bone steak grilled sliced and served with black truffle on a bed of rucola

RIB EYE ALLA GRIGLIA

Grilled Rib eye served with porcini sauce & mashed potato

FILETTO DI MANZO AL GORGONZOLA

Grilled beef tenderloin, garlic spinach, baby roasted potato, gorgonzola sauce

BISTECCHINE D'AGNELLO ALLA GRIGLIA

Grilled lamb chop served steam vegetables and black pepper sauce

GALLETTO ALLA TOSCANA

Grilled chicken, fire roasted pepper, caramelized onion, baby potatoes

SCALOPPINE DI VITELLA

Veal cutlets, porcini mushrooms sauce or lemon butter sauce, parmigiano mashed potato, snow peas

FILETTO DI MAIALE IN CROSTA

Pork tenderloin wrapped in pancetta and bread crumbs served with sweet potato

COTOLETTA ALLA MILANESE

Veal cutlet in bread crumbs, deep fried served with cold tomato coulis

COTOLETTA AL PORCINO

Veal cutlet bread crumbs deep fried served with porcini mushroom sauce





Dal Mare - *Fish*

GRIGLIATA DI SCAMPI

Grilled scampi served with steam vegetable and lemon citronette

TONNO IN CROSTA DI PEPE

Tuna steak marinated in black pepper and served on a bed mix green lettuce

SALMONE ALL'ARANCIO

Salmon fillet grilled served with vegetable julien and topped with orange sauce

CERNIA AL FORNO

Hammour fillet marinated in lemon butter sauce and served with cherry tomato couly

FILETTI DI BRANZINO AL FORNO

Sea bass fillet sprinkle with flour and cook in the oven with lemon and white wine sauce

ORATA ALLA GRIGLIA

Sea bream grilled and served with roasted potato

ARAGOSTA AL PEPE NERO

Grilled lobster served with black pepper and butter sauce on a bed mix green leaves





Le Pizze

MARGHERITA

tomato sauce, fior di latte mozzarella,
oregano, basil leaves

VEGETARIANA

Grilled vegetables, tomato sauce, mozzarella
fior di latte

FUNGHI

Portobello, bottom mushrooms, tomato sauce,
olives, mozzarella fior di latte

CALZONE AI FUNGHI

Wild mushrooms, tomato sauce, ricotta

FRUTTI DI MARE

Mixed seafood, tomato sauce, mozzarella fior
di latte, basil oil

ARRABBIATA CON POLLO

Grilled chicken breast, arrabbiata sauce,
mozzarella fior di latte

CAPRICCIOSA

Pork ham, mushrooms, olives, tomato sauce,
mozzarella fior di latte

FIorentina

Spinach, boil egg, olives, mozzarella fior di latte
tomato sauce

PIZZA NAPOLI

Bufalo mozzarella, capers, anchovies, tomato
sauce





I Dolci - Desserts

TIRAMI' SU CLASSICO
Classic tiramisu'

CREMA DI ZABAIONE CON FRUTTI DI BOSCO
Mix berry fruit with mascarpone and lady finger

PANNA COTTA AL CAFFE'

TIMBALLO DI CIOCCOLATO
Warm chocolate timbale

SELEZIONE DI ASSAGGI
Mixed tastings

CREME BRULE'



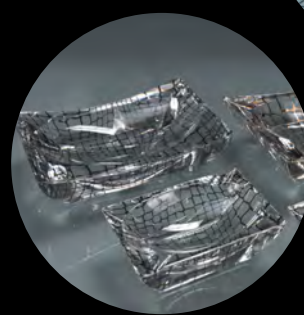


The Boutique

The concept of having a shop-in-shop is new and unique especially for items like leather accessories, silver-ware, glass-ware, porcelain, paintings, linen and also furniture and much more.

The reception will feature a vetrina with a display of the main items typical for an FORMITALIA Lounge and will be also a great marketing tool for the venue and the Hotel.









Lady's Bags





Man's Bags & Shoes





Travel Bags





Leisure





Billiard Room



Golf Bags









www.formitalia.it

